

## ORDER



KSNV

## Orders

Order / Rev: 107382  
 Alt Order #: 06860569  
 Product Desc: REP JEWISH COALITION  
 Estimate: 60S  
 Flight Dates: 10/03/12 - 10/21/12  
 Original Date / Rev: 10/02/12 / 10/22/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

## Agency

Name: Jamestown Associates/ NJ  
 Buying Contact:   
 Billing Contact:   
5 Mapleton Rd.  
Princeton, NJ 08540

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

## Advertiser

Name: Republican Jewish Coalition (RJC) *Revised*  
 Demographic: A35+  
 Product Codes: PLI2  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:   
 Order Separation: 00:05:00  
 Advertiser External ID:   
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	110	\$148,600.00	\$126,310.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	110	\$148,600.00	\$126,310.00	0.00
Totals	110	\$148,600.00	\$126,310.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	26%	\$148,600.00
Market	100%	\$571,538.46

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$171,461.54
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$114,307.69
KTUD	1%	\$5,715.38
KVVU	18%	\$102,876.92
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$28,576.92

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F 5-6a WakeUp w/Wagners	M	5-6a	--WTF--	1:00	1	\$900.00	1	0.00	NM	1	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	1		\$900.00		0.00						

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 Estimate: 60S  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	10/08/12	10/19/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	1:00	2	\$900.00	1	0.00	NM	4	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTF--			2			\$900.00		0.00			
Week: 10/15/12		10/15/12	10/21/12	MTWTF--			2			\$900.00		0.00			
E 3	KSNV	10/03/12	10/05/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	1:00	3	\$1,400.00	1	0.00	NM	3	\$4,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	--WTF--			3			\$1,400.00		0.00			
E 4	KSNV	10/08/12	10/21/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTFSS	1:00	5	\$1,400.00	1	0.00	NM	9	\$12,600.00
COMMENTS APPLY TO SUB LINES A THRU B															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTFSS			5			\$1,400.00		0.00			
Week: 10/15/12		10/15/12	10/21/12	MTWTFSS			4			\$1,400.00		0.00			
E 5	KSNV	10/03/12	10/05/12	Today Show Today Show	CM	658a-9am	--WTF--	1:00	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	--WTF--			2			\$1,800.00		0.00			
E 6	KSNV	10/08/12	10/19/12	Today Show Today Show	CM	658a-9am	MTWTF--	1:00	4	\$1,800.00	1	0.00	NM	9	\$16,200.00
COMMENTS APPLY TO SUB LINES A THRU B															
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTF--			4			\$1,800.00		0.00			
Week: 10/15/12		10/15/12	10/21/12	MTWTF--			5			\$1,800.00		0.00			
E 7	KSNV	10/10/12	10/12/12	M-F Today Show II 3rd HGM M-F Today Show II	CM	9-10a	--WTF--	1:00	2	\$850.00	1	0.00	NM	2	\$1,700.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	--WTF--			2			\$850.00		0.00			
E 8	KSNV	10/08/12	10/19/12	M-F Today Show II 3rd HGM M-F Today Show II	CM	9-10a	MTWTF--	1:00	2	\$850.00	1	0.00	NM	4	\$3,400.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTF--			2			\$850.00		0.00			
Week: 10/15/12		10/15/12	10/21/12	MTWTF--			2			\$850.00		0.00			
E 9	KSNV	10/08/12	10/19/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	1:00	2	\$650.00	1	0.00	NM	4	\$2,600.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTF--			2			\$650.00		0.00			
Week: 10/15/12		10/15/12	10/21/12	MTWTF--			2			\$650.00		0.00			
E 10	KSNV	10/03/12	10/05/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	--WTF--			1			\$650.00		0.00			
E 11	KSNV	10/03/12	10/05/12	Noon News Noon News	CM	12-1230pm	--WTF--	1:00	2	\$850.00	1	0.00	NM	2	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	--WTF--			2			\$850.00		0.00			
E 12	KSNV	10/08/12	10/19/12	Noon News Noon News	CM	12-1230pm	MTWTF--	1:00	2	\$850.00	1	0.00	NM	4	\$3,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTF--			2			\$850.00		0.00			

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 Product Desc: REP JEWISH COALITION  
 Estimate: 60S  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	KSNV	10/08/12	10/19/12	Noon News Noon News	CM	12-1230pm	MTWTF--	1:00	2	\$850.00	1	0.00	NM	4	\$3,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					2	\$850.00		0.00			
E 13	KSNV	10/08/12	10/19/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	1:00	2	\$650.00	1	0.00	NM	4	\$2,600.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					2	\$650.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					2	\$650.00		0.00			
E 14	KSNV	10/03/12	10/05/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	1:00	2	\$650.00	1	0.00	NM	2	\$1,300.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					2	\$650.00		0.00			
E 15	KSNV	10/03/12	10/05/12	The Doctors The Doctors	CM	2pm-3pm	--WTF--	1:00	2	\$650.00	1	0.00	NM	2	\$1,300.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					2	\$650.00		0.00			
E 16	KSNV	10/08/12	10/19/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	1:00	2	\$650.00	1	0.00	NM	4	\$2,600.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					2	\$650.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					2	\$650.00		0.00			
E 17	KSNV	10/08/12	10/19/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	1:00	2	\$900.00	1	0.00	NM	4	\$3,600.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					2	\$900.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					2	\$900.00		0.00			
E 18	KSNV	10/03/12	10/05/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	1:00	2	\$900.00	1	0.00	NM	2	\$1,800.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					2	\$900.00		0.00			
E 19	KSNV	10/03/12	10/05/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-5:00 PM)	--WTF--	1:00	3	\$1,450.00	1	0.00	NM	3	\$4,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$1,450.00		0.00			
E 20	KSNV	10/08/12	10/19/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-5:00 PM)	MTWTF--	1:00	5	\$1,450.00	1	0.00	NM	9	\$13,050.00
COMMENTS APPLY TO SUB LINES A THRU B NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					5	\$1,450.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					4	\$1,450.00		0.00			
E 21	KSNV	10/08/12	10/19/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	1:00	2	\$2,400.00	1	0.00	NM	4	\$9,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					2	\$2,400.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					2	\$2,400.00		0.00			
E 22	KSNV	10/03/12	10/05/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					1	\$2,400.00		0.00			
E 23	KSNV	10/03/12	10/05/12		CM	630-730pm	---TF--	1:00	2	\$2,600.00	1	0.00	NM	2	\$5,200.00

Advertiser:	Republican Jewish Coalition (RJC)
Product Desc:	REP JEWISH COALITION
Estimate:	60S

**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F Jeop/Wheel												
				M-F Jeopardy/Wheel of Fortune												
WH/JEP																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---TF--					2	\$2,600.00		0.00				
E 24	KSNV	10/08/12	10/19/12	M-F Jeop/Wheel	CM	630-730pm	MTWTF--	1:00	2	\$2,600.00	1	0.00	NM	4	\$10,400.00	
				M-F Jeopardy/Wheel of Fortune												
WH/JEP																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--					2	\$2,600.00		0.00				
Week:		10/15/12	10/21/12	M-WTF--					2	\$2,600.00		0.00				
E 25	KSNV	10/08/12	10/19/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	1:00	2	\$2,400.00	1	0.00	NM	4	\$9,600.00	
				M-F News 3 at Eleven												
WH/JEP																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--					2	\$2,400.00		0.00				
Week:		10/15/12	10/21/12	MTWTF--					2	\$2,400.00		0.00				
E 26	KSNV	10/03/12	10/05/12	M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00	
				M-F News 3 at Eleven												
WH/JEP																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--WTF--					1	\$2,400.00		0.00				
E 27	KSNV	10/06/12	10/20/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	1:00	1	\$700.00	1	0.00	NM	3	\$2,100.00	
				News 3 Sunrise SATURDAY												
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-					1	\$700.00		0.00				
Week:		10/08/12	10/14/12	-----S-					1	\$700.00		0.00				
Week:		10/15/12	10/21/12	-----S-					1	\$700.00		0.00				
E 28	KSNV	10/06/12	10/20/12	Saturday Today	CM	7a-9am	-----S-	1:00	1	\$1,250.00	1	0.00	NM	3	\$3,750.00	
				Saturday Today												
SAT TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-					1	\$1,250.00		0.00				
Week:		10/08/12	10/14/12	-----S-					1	\$1,250.00		0.00				
Week:		10/15/12	10/21/12	-----S-					1	\$1,250.00		0.00				
E 29	KSNV	10/06/12	10/06/12	News 3 Today - SATUR	CM	9am-930am	-----S-	1:00	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
				News 3 Today - SAT												
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-					1	\$1,000.00		0.00				
E 30	KSNV	10/20/12	10/20/12	Sa-Su Early News	CM	5pm-630pm	-----S-	1:00	1	\$1,350.00	1	0.00	NM	1	\$1,350.00	
				Sa-Su Early News												
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-					1	\$1,350.00		0.00				
E 31	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	1:00	1	\$1,050.00	1	0.00	NM	1	\$1,050.00	
				WKND Jeop/Wheel												
WH/JEP																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-					1	\$1,050.00		0.00				
E 32	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	1:00	1	\$2,200.00	1	0.00	NM	1	\$2,200.00	
				Sa-Su News 3 at Eleven												
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-					1	\$2,200.00		0.00				
E 33	KSNV	10/07/12	10/21/12	News 3 Sunrise - SUND	CM	6a-7a	-----S	1:00	1	\$700.00	1	0.00	NM	3	\$2,100.00	
				News 3 Sunrise SUNDAY												
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S					1	\$700.00		0.00				
Week:		10/08/12	10/14/12	-----S					1	\$700.00		0.00				

KSNV